



FIG. 2

50 →

UNIQUE IDENTIFIER	DESCRIPTION OF DATA TRANSFORMATION	VALID FROM	VALID UNTIL	DATA TRANSFORMATION
0001	TIME AS A CUSTOMER	1/1/2003	1/1/2008	NUMBER OF MONTHS FOR FIRST ORDER TO CURRENT MONTH
0002	AVERAGE PRODUCT PRICE	5/8/2002	5/8/2007	TOTAL AMOUNT SPENT ON PRODUCTS DIVIDED BY TOTAL NUMBER OF PRODUCTS
0003	AVERAGE SIZE OF CLAIM	11/13/2002	11/13/2007	TOTAL AMOUNT OF CLAIMS DIVIDED BY TOTAL NUMBER OF CLAIMS

FIG. 3

100

